

100% Tobacco-Free Schools

Proven Policies to Promote
a Healthy Future

Paul J. Kiser, PhD, CPP

Is Tobacco Use REALLY Still an Important Health Concern in KY?

- Adult Smokers – 25.2% (822,000 people, 49th)
- All Youth Smokers 12-17 – 15.9% (51st)
- High School – 26.8% (National Avg=20%)
- Middle School – 9.7%
- High School “lifetime use” (ever tried) smoking - 58.9%
- Middle School “lifetime use” (ever tried) smoking - 30.7%
- HS Male Spit – 26.7% (51st, Nat Av=13.4%)

Is Tobacco Use REALLY Still an Important Health Concern?

- 5,700 New KY youth daily smokers/year
- Adult Mortality = 27/100,000 (51st)
- 7,800 KY Smoking Related Deaths/year

US Annual Deaths:

Smoking = 440,000

Obesity = 385,000

Alcohol = 85,000

What HAVE we done?

- Funding a tobacco prevention program (41st)
- Industry accountability (minimal but...)
- Raised tobacco taxes, twice, to 60-cents/pack
 - National Average=\$1.41
 - KY Rank #40
- 27 KY cities/counties with Smoke-Free laws or Regulations
- 1-800-QUIT-NOW – Cessation Assistance
- 60.9% Smoke-Free Homes (51st)
- Other legislative “successes”

What are “They” Doing?

- The tobacco industry spends **\$12.8 BILLION** every **YEAR** advertising their products
- That's more than \$1.06 billion every **MONTH...**
- More than \$35 million every **DAY...**
- Nearly \$1.5 million **EVERY HOUR...**
- More than \$24,000 **EVERY MINUTE...**
- **THAT'S \$405.88 EVERY SECOND...**

KIDS

TO GET

TO USE THEIR
PRODUCTS

What else can WE do?

Environmental Approaches
are Proven to
Reduce Tobacco Use

What are Environmental Approaches?

- Price Increases
- Advertising Campaigns
- Marketing Restrictions
- Role Modeling/Peer Leaders
- Accessibility Restrictions
- SmokeFree Policies

Impact the Youth Where they are....

100% Tobacco-Free School (TFS)

Campus Policy (24/7/365) –

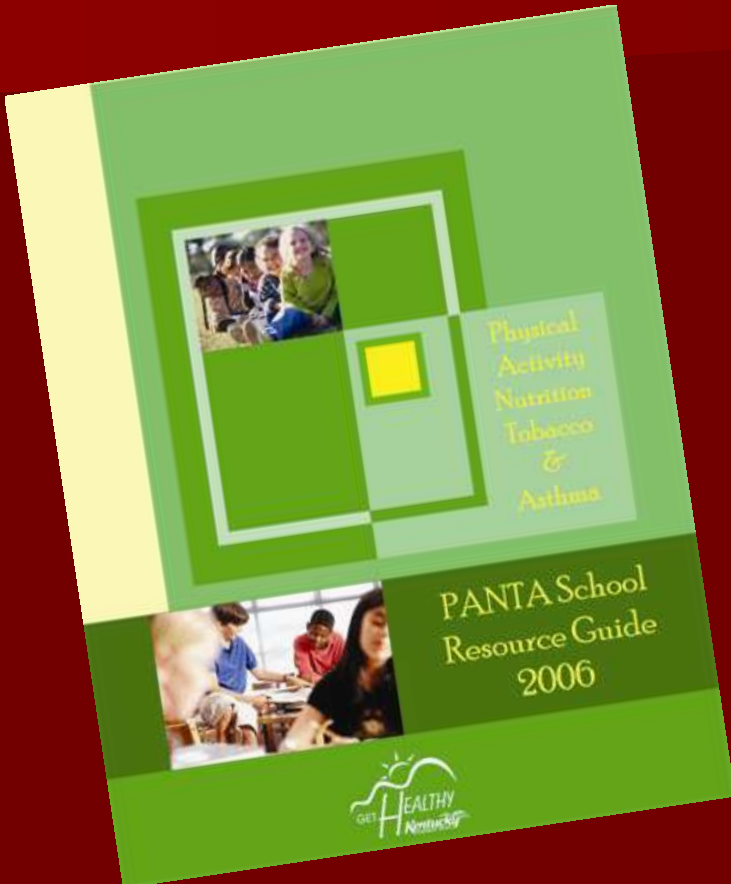
Includes Students, Faculty, Staff, and Visitors on entire campus, in any school sponsored vehicle and at any official school function - on or off campus.

PANTA

"The Kentucky Department for Public Health (KDPH) and the Kentucky Department of Education (KDE) are pleased to release this school resource guide on **physical activity, nutrition, tobacco and asthma (PANTA)**. We sought input from schools and community agencies across the state to create a tool to meet the needs of teachers, their community counterparts, and school administrators.

These initiatives are provided because they have proven to be successful in that they are:

- Evidence-based curriculum
- Rated as 'Best practices'
- Model policies that have been effective
- Responses to 'Frequently Asked Questions' by appropriate health and education professionals"



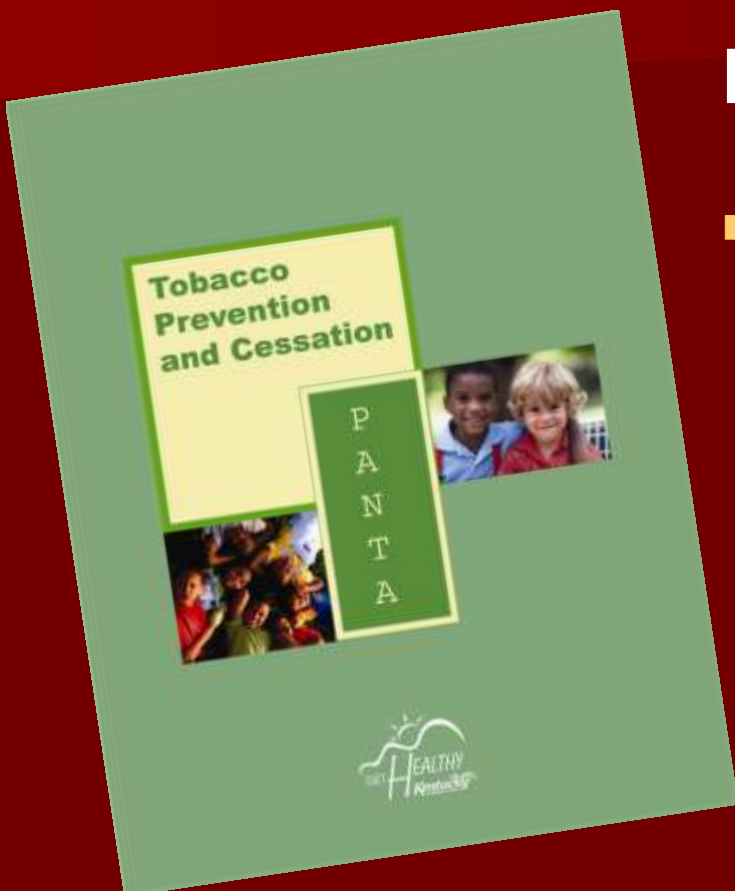
<http://chfs.ky.gov/dph/info/dpqi/cd/pantaguide.htm>

PANTA

Policy and Environmental Change

■ Tobacco-Free Schools

- Schools play an important role in preventing tobacco use by youth. They also play an important role in helping and encouraging students who already smoke to quit, and creating a healthy and supportive tobacco-free environment.
- Tobacco-free schools enhance the physical, mental and social health of students and staff. Tobacco-free school policies do more than prevent individual use of tobacco, they reduce exposure to second-hand smoke, decrease damage to school property, and make it easier to maintain school facilities.



<http://chfs.ky.gov/dph/info/dpqi/cd/pantaguide.htm>

Why Are TFS Policies Important?

- Reduces health risks for students and staff
 - Personal use (current and future)
 - Exposure to secondhand smoke
- Promotes a healthy lifestyle and positive role models
- Studies have shown that education alone does not work – a comprehensive approach does

Why Are TFS Important?

- A 100% tobacco-free school campus policy helps to reinforce the messages provided by school-based prevention programs.
- Not having a 100% tobacco-free school campus policy gives students a mixed message.
- **Good implementation is KEY to successful policy!**

Tools to Assist You...

- Tobacco-Free Schools Policy Manual
 - Assessment of Current Policies
 - Background Information
 - Model Policies
 - Implementation Strategies
 - Speakers and Assistance Available
- <http://kytobaccofreeschools.com>

Thank You!

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